

## THE STUDY ON ELEMENTS SUPPORTING ENTREPRENEURSHIP OPPORTUNITIES FOR ENTREPRENEUSE AT MANDYA DISTRICT

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### ABSTRACT

*Entrepreneuse -refers to female entrepreneur. Entrepreneuse makes new occupations for themselves as well as other people and by being diverse likewise give society distinctive answers for administration, association and business issues and in addition to the abuse of entrepreneurial open doors. Mandya is the business developing area in which some of the entrepreneurs excel in small scale industry. This paper aims to study the entrepreneurship opportunities and supporting elements at Mandya district. The major results derived from this work are to find various opportunities for women in becoming an entrepreneuse by availing the resources that is available at Mandya district.*

**KEYWORDS:** *Entrepreneuse, Opportunities, Supporting Elements, Identification of Opportunities, Growth*

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### INTRODUCTION

Entrepreneuse can make an especially solid commitment to the financial prosperity of the family and groups, neediness decrease and ladies' strengthening, adding to the Millennium Development Goals (MDGs). Hence, governments over the world and in addition different formative associations are effectively undertaking advancement of entrepreneuse through different plans, motivating forces and special measures.

### LITERATURE REVIEW

- Entrepreneurial opportunities – comprehended as positive and ideal circumstances prompting entrepreneurial activity – assume a focal part in the business enterprise writing (e.g., Eckhardt and Shane 2003)
- Extensively expressed, open doors emerge from changes in the earth in which an individual works. These progressions make a disequilibrium, which an individual can abuse (Holcombe 2003; Cohen and Winn 2007).
- A few noticeable components that assume an unavoidable part in entrepreneurial open door acknowledgment have developed in the most recent three decades. A few cases of these components are human and social capital (DeTienne and Chandler 2007)

### Statement of the Problem

Mandya district has women who dream about establishing a business but due to unavailability of proper information about the supporting elements and opportunities they lack in coming forward.

### Scope of the Study

The study focuses on Mandya district. The study identifies availability of opportunities by giving the clear data about Mandya district. It also prescribes supporting elements for establishing an organization. It focuses on the positive elements of Mandya district for the entrepreneur for the entrepreneurial environment. The study plays important role in encouraging entrepreneurs to start up their business in Mandya.

### Objective of the Study

- To determine the supporting factors for entrepreneur.
- In order to find the untapped opportunities at Mandya.
- To find contributing factors under various special segments elements which other districts lacks.
- To find the market needs and its tastes and preferences at Mandya.
- To suggest and motivate the entrepreneur in building their business.

### Entrepreneurship Opportunities at Mandya

The region of Mandya, one of the 20 regulatory units of the State of Karnataka, is arranged generally in the southeastern part of the State. It is flanked by the areas of Tumkur and Barigalore on the north and east, by Mysore region toward the south and by the region of Hassan in the west, northwest. Like most different regions in the State, this one too gets its name from its regulatory base camp town - a vital business focus. The name Mandya itself may have begun from the prevalent view that Mandavya - a blessed man, quite worshipped lived in the range in antiquated times.

### Mandya

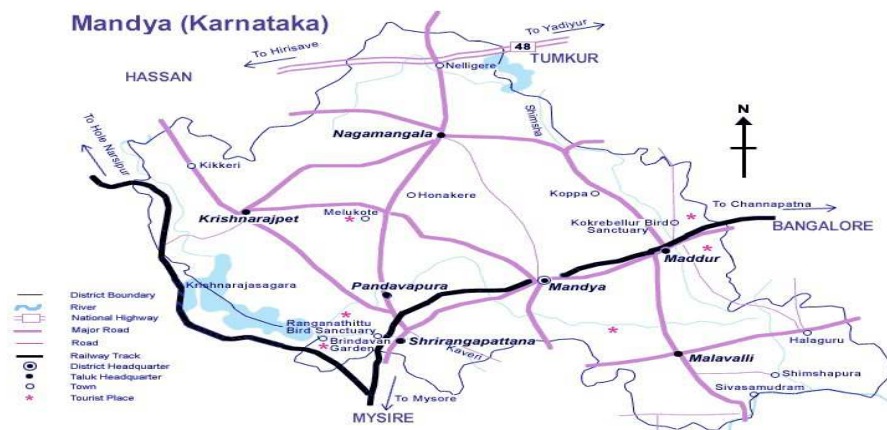


Figure 1

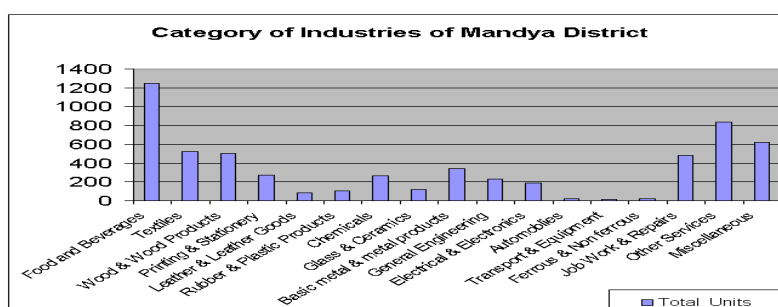
### Existing Industries at Mandya

Being situated in the middle of Bangalore and Mysore, Mandya District appreciates a decent correspondence system. Presence of a Broad-gauge railroad line interfacing Bangalore and Mysore guarantees simple transportation of crude materials and completed products. Making them engineer school and three Polytechnics with various controls gives a

decent spine of specialized labor for industrialization.

Mandya is situated inside of 50 kms. span from different examination associations like CFTRI, DFRL, CIPET, STEP-SJCE which helps in better industrialization of the region.

Mandya locale has 10 vast and Medium scale Industries with a speculation of Rs.24,775 and utilizing 4008 persons. As of late one expansive scale sugar industry by name ICL Sugar has come up in Makavalli town of K.R.Pet taluk and one medium scale Hydro Electric Power Project by name Keelara Power Project has come up at Keelara town of Mandya Taluk and both are under generation. Mandya region has 5866 enlisted small SSI units with a speculation of 8128.48 lakhs utilizing 28211 persons. State level Single Window Agency has cleared 5 ventures amid Global Investors Meet held amid June 2000 for an aggregate speculation of 18700 lakhs and giving business to 415.



**Figure 2**

**The Supporting Elements are Segmented as Follows**

- Geographical
- Societal
- Institutional
- Infrastructural

**These Elements are Explained in Detail**

- **Geographical**

There are two industrial areas in the district as follows:

**Table 1**

Name of the Industrial Area	Area Acquired	Area Suitable for Allotment	Area of Land Allotted	Total No. Of plots allotted
Tubinakere, Mandya Taluk	135-00 Acres	116-00 Acres	116-00 Acres	130
Somanahalli, Maddur Taluk.	140-00 Acres	129-00 Acres	129-00 Acres	93

Important crops grown at Mandya district

Paddy, Sugar Cane, Ragi & coconut there is a larger scope for Rice mills, Jaggery units, Ragi cleaning units apart from Sugar industries based on the above said crops. The district has the highest sales of tender coconuts in the state.

Animal husbandry

Animal husbandry is another reason for income in Mandya district. Cow, Sheep, goat and buffalo are faded and there is scope for animal feeds manufacturing units.

### **Other Industries**

The district has some special category of industrial units like Aromatic, Ayurvedic Drugs, PCB Assembly, Tools & dies. Filaments for incandescent bulbs, Florescent ink, High Tech bus body building, tender coconut water tetra pack unit, Conveyor belt manufacturing etc. There is a scope for establishing ancillary units which supports the above units.

- **Societal Elements**

According to the 2011 census Mandya district has a population of 1,808,680, roughly equal to the nation of The Gambia or the US state of Nebraska. This gives it a ranking of 263rd in India (out of a total of 640). The district has a population density of 365 inhabitants per square kilometre (950/sq mi). Its population growth rate over the decade 2001-2011 was 2.55%. Mandya has a sex ratio of 989 females for every 1000 males,<sup>[9]</sup> and a literacy rate of 70.14%.

Since it has a good literacy rates there is lot of scope for educational institutions.

### **Important Festivals of Mandya (Rural)**

Yugadi, Dussehra, Makara Snakranthi, Karaga, Hampi Festival, Hoysala Mahotsava, Vairamudi, Tula Sankramana, Diwali, Eid-ul-Adha, Muharrum, Eid-ul-Fitr are the major festivals celebrated in Mandya (Rural).

#### **Culture of Mandya district**

Culture of Mandya district in Karnataka as of any other place, is inherent in the traditions that are embraced and passed down by the generations. It is found contained in the art, architecture, history, language and culture of the place, and is sought to be maintained through the ages.

#### **Self help groups at Mandya**

One lakh Self-Help Groups will be formed under this scheme to organise rural women at village level.

### **Scope of the Project**

Stree-Shakti will be executed in the points of confinement of Anganwadi Centers of every one of the 7 taluks of the District. Since Swarna Jayanthi Rojgar Scheme is being executed in urban zones, Stree-Shakti is constrained to just rustic regions. The subtle element of self improvement gatherings (SHGS) to be shaped with authorized number of anganwadi focuses is as per the following :-

There are 1655 SHG's as indicated by most recent enumeration at Mandya which is prevalently concentrating on ladies strengthening and enterprise.

- **Institutional Elements**

Institutions are divided into three types

- Institutions with financial support
- Institutions with training and technical support

- **Institutions with Financial Support**

There are 246 commercial banks which provides grants for entrepreneurship at Mandya also 248 Grameen banks which provide grants at various taluks of Mandya.

- **Institutions with Training and Technical Support**

District Training Institute, Mandya built up in the year 1977 serves to take into account the preparation needs of the Government functionaries in the District. This establishment has an all around furnished preparing foundation with lodging offices.

This DTI offers preparing programs in Time Management, Stress Management, Interpersonal behavioral Skills, Team advancement, Leadership aptitudes Direct Trainer abilities notwithstanding information and expertise preparing in General organization, Accounting, Personnel Management, Development organization, Budgeting, Pension Settlement and other administration matters. This institution also takes up Training need analysis, Training design, consultancy and other approaches to systematic training. In keeping with the objectives of National Training Policy and State training policy.

**This Training Establishment is Endeavoring to Accomplish**

- Updating and upgrading proficient information and abilities required for better execution;
- Promoting of better comprehension of expert prerequisites and in addition Refinement to proficient, financial and political necessity in which work is done; and
- Bringing about right attitudinal introductions.
- **Infrastructural elements**

**Road: Major Roads in the District**

The region has national high way (29 km), state high way (244 km) and real locale streets (around 1400 km). It likewise has numerous vacationer spots and journey focuses viz., Srirangapatna, K.R.Sagar, Shimsha and Melukote. The revenue collected was about Rs. 7.5 Crore during the year 2000-01. As the district is a tourist place, improving the transport infrastructure is a need of the hour.

**Table 2**

<b>National High Way</b>	<b>29km</b>
State high way	244km
Major district road	1400km
Village roads	7722km

Roads are one of the means for transportation and its resembles nervous system in a human body. Without road entrepreneurship may not be able to transport goods and rawmaterial for their enterprise and Mandya is a District with good transportation facility.

**Railways**

Mandya belongs to "South Western Railways" of "Indian Railways". Mandya has many railway stations which are listed below:-

### Station Name

Shrirangapattana – S, Pandavapura – PANP, Mandya- MYA, Maddur –MAD, Yeliyur – Y, Akkihebbalu-AKK, Mandagere- MGF, Beeravalli- BRBL

Apart from this there is lot of tourism attraction at Mandya which focuses on revenue generation and there are many historical places at Mandya which attracts people from many parts of the world.

### Power

Framework of electric force, which is the life saver of local, agrarian and mechanical areas today, is accessible in the region as takes after:

Hydro-Electric force venture at Shivanasamudram, the primary hydro electric force venture in India set up in 1902, creates around 42 Megawatts(6x3+4x6MW) electric force.

Hydro-Electric force venture at Shimsha set up in 1940, creates around 17.2 MW (2x8.6MW)electric force.

Kelara power Pvt. Ltd., Hydro electric force venture at Keelara, Mandya Taluk is dispatched and working with 2 MW limit.

Malavalli Power Plant Private Limited which is an Agri based undertaking has a creating limit of 4.5MW

Atria Power Corporation Ltd., has gotten clearances for smaller than usual hydro Electric force venture at Shimsha with creating limit of 12MW. This anticipate is under usage.

### WATER

**Water:** Mandya District has five imperative waterways: Kaveri and four tributaries primary Hemavathi, Shimsha, Lokapavani, Veeravaishnavi.

### CONCLUSIONS

The above study gives the information about the elements that supports entrepreneuse at Mandya. It clearly determines about the various elements and supporting factors at Mandya. It has given a detailed study about existing industries and opportunities for new entrepreneurs, demographic details. The Information regarding road, railways, major crops, and major products also different financial and training institutes is provided in the study.

The study throws light on components which is looked by entrapreneuse before starting the business and it also motivates them in establishing new business.

### REFERENCES

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